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**BESSH**

*Singapore*



# CONFERENCE PROCEEDINGS

## BOOK OF ABSTRACT BESSH-2015

**International Conference on  
“Business Economic, Social Science & Humanities”  
(BESSH-2015), Singapore**

# **Book of Abstracts Proceedings**

**International Conference on  
“BUSINESS ECONOMIC, SOCIAL SCIENCE & HUMANITIES”  
(BESSH-2015)  
Singapore**

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**International Conference on  
“Business Economic, Social Science & Humanities  
Singapore”**

**Venue: Hotel Grand Pacific Singapore**

**ORGANIZING COMMITTEE**

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# CONFERENCE PROGRAM COORDINATOR MESSAGE

**Ms. Ani Wahyu**

International Conference on Business Economics Social Science & Humanities” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe, these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honourable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

**Ms. Ani Wahyu**

Conference Program Coordinator

Email: [Aniwahyu@academicfora.com](mailto:Aniwahyu@academicfora.com)

BESSH-2015

# CONFERENCE PROGRAM

**DAY 01 Thursday (September 10, 2015)**

**Welcome Reception & Registration**

**9:00– 9:30 am**

**Opening Ceremony (09:30 – 10:00 am)**

**Venue: Room 1**

09:30 am – 9:40 am	Introduction of Participants
09:40 am – 9:50 am	Welcome Remarks – <b>Ms. Ani Wahyu</b> Conference Coordinator Academic Fora
09:50am – 10.00 am	Group Photo Session

**Grand Networking Session and Tea Break (10:00– 10:30 am)**



**DAY 01 Thursday (September 10, 2015)**

**Session 1 (10:30 am – 12:00 pm)**

**Venue: Room 1**

**Session Chairs: Chun-Cheng Hou**

**Track A: Business Management and Economics Studies**

BCS-915-107	A Study on the Determinants of Inward Foreign Direct Investments in Thailand	Miss Pitprapha Dejphanomporn
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**Lunch Break (12:00 - 1:00pm)**

**DAY 01 Thursday (September 10, 2015)**

**Session 2 (1:00 pm – 2:30 pm)**

**Venue: Room 1**

**Session Chairs: Chun-Cheng Hou**

**Track B: Social Science & Humanities**

BCS-915-108	Financial support by adult children and elder parents' financial adequacy in Thailand	Parichart Rachapradit
BCS-915-110	Networks of Civil Society Organizations (CSOs) and Non-Governmental Organizations (NGOs) in Participatory Development for the Pak Bara Area of the Satun Province	Bussabong Chaijaroenwatana

**Tea Break (2:30 – 2:45 pm)**

**DAY 01 Thursday (September 10, 2015)**

**Session 3 (2:45 – 4:00 pm)**

**Venue: Room 1**

**Session Chair: Parichart Rachapradit**

**Track C: Engineering & Technology Studies**

ECS-915-103	Object Image Tracking Based on Artificial Bee Colony Algorithm	Chun-Cheng Hou
ECS-915-104	Real Time Human Face Detection, Posture Recognition and Tracking System Realized in a Complex Environment	Chun-Cheng Hou
ECS-915-105	Evaluation of Website	Akshay Pandurang Dagwar

**Closing Ceremony: 4:00 – 5:00 pm**

# **DAY 02 Friday, (September 11, 2015)**

## **City Tour and Shopping Day**

All participants will be free to carry on their own tourism and shopping activities in Singapore is a free day for this purpose

## **TRACK A: BUSINESS MANAGEMENT & ECONOMICS**

## A Study on the Determinants of Inward Foreign Direct Investments in Thailand

Hsiang-Hsi Liu<sup>1</sup>, Pitprapha Dejphanomporn<sup>2\*</sup>

<sup>1,2</sup> Graduate Student of Graduate Institute of International Business, National Taipei University

Abstract

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Foreign direct investment (FDI) has played an important role in Thailand's economic growth and development. Since 1988-1990, Thailand has been a major destination for FDI. The aim of this study was to investigate the main determinants of Thailand's inward and outward FDI and apply a panel data model to identify which determinants have significantly affected Thailand's inward FDI. We consider FDI flows between Thailand and five of its FDI partners (Japan, Hong Kong, the Netherlands, Singapore and the United States) over the period 1997-2014. Our empirical results had shown that the market size, Thailand's openness, geographical distance, bilateral trade agreements and R&D intensity have positive and statistically significant effects on Thailand's inward FDI. Exchange rate, global financial crisis and relative wages have a negative effect, while Asian financial crisis and Thailand's political risk are insignificant effect on Thailand's inward FDI. We hope that our empirical results may provide investors and policymakers with guidance for making appropriate investment decisions.

**Keywords:** Foreign Direct Investment, Panel Data Model, Fixed Effects, Generalized Least Squares (GLS)

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## **TRACK B: SOCIAL SCIENCES AND HUMANITIES**

## Financial Support by Adult Children and Elder Parents' Financial Adequacy in Thailand

Parichart Rachapradit<sup>1\*</sup>, Supasit Pannarunothai<sup>2</sup>

<sup>1,2</sup>Naresuan University Thailand

Abstract

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Even until recently, an awareness of saving for retirement has never been popular among Thai people. Thai parents usually expect children to provide financial support when they get old. Although it has been tougher for adult children to be responsible for their parents' well-being, the norm of such expectations from parents does not change overnight. This study examines the role of adult children in supporting parents and financial adequacy among old age people in Thai rural area. The study finds that only half of elder parents gain financial support by children while one-fourth of elders have no income from any source except old age allowance for people age over 60 and older from the government. Univariate analysis shows that parents with widowhood, older age, no or lower income, higher number of children, and larger household size are more likely to be financially supported by children. Financial adequacy is influenced by the amount of support fund from adult children, parents' own income and presence of spouse. The results show that while financial supports from adult children still play significant role in elders' financial well-being, the role of adult children in supporting parents is no longer social norm. Adult children are found to have altruistic behavior towards parents. Although parents' financial adequacy cannot be determined solely by monetary income, the findings suggest that retirement saving to ensure Thai elders' financial future is more crucial than ever before.

**Keywords:** Retirement Saving; Elder Well-Being; Old-Age Support

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## Networks of Civil Society Organizations (Csos) and Non-Governmental Organizations (Ngos) in Participatory Development for the Pak Bara Area of the Satun Province

**Bussabong Chaijaroenwatana<sup>1\*</sup>, Usman Whangsani<sup>2</sup>**

<sup>1,2</sup> Faculty of Management Sciences Prince of Songkla University Hatyai, Songkhla  
90110 Thailand

### Abstract

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Two main purposes of this study were 1) to examine networks and roles of CSOs and NGOs in developing the Pak Bara area on the Andaman Coast of the Satun Province as opposed to the government's development plans according to the Pak Bara Deep Sea Port Project and numerous related large-scale projects; 2) to recommend directions for the CSOs' and NGOs' further participation in developing the Pak Bara area. The research used a mixed method of qualitative and quantitative which include non-participatory observation, in-depth interviews, focus groups, workshop discussions, and a survey. It was found that they are 10 active CSOs and 2 NGOs. They demand appropriate ways of conserving and managing the natural resources are more beneficial than the economic growth expected by the government and international traders. They attempt to drive the consequent problems to the level of resources and income sources, relocation due to land expropriation, air pollution, loss of public issues that need people's participation in policy- and decision making: loss of natural traditional ways of life and collapse of society, and destruction of tourism. This research has two recommendations. First, at local level, the networks should add more religious and cultural dimensions in driving activities, and strengthen relationships between networks and communities around Pak Bara with the cooperation of community leaders. Second, at the national and international level, the networks should enhance understanding and cooperation with communities.

**Keywords:** Pak Bara, Satun, networks in Satun, Andaman Deep Sea Port, Satun's natural resources

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## **TRACK C: ENGINEERING & TECHNOLOGY STUDIES**

## Object Image Tracking Based on Artificial Bee Colony Algorithm

Hung-Yuan Chung<sup>1</sup>, Chun-Cheng Hou<sup>2\*</sup>, Shang-Lin Tsai<sup>3</sup>

Department of Electrical Engineering, National Central University Taiwan

### Abstract

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In recent years, object detection and tracking have played a significant role in computer vision and become a popular research topic. For object detection, this paper presents background subtraction because it can segment a complete target and offers low computation requirements. In order to improve the accuracy of object tracking and to solve the occlusion problem, this paper presents the Artificial Bee Colony (ABC) algorithm, which has a simple structure, is easy to use and exhibits fast convergence properties. An adaptive searching window is used to address the occlusion problem. The searching window will zoom in or out depending on the fitness value. If the tracking window loses a target, the searching window will increase, and if the tracking window finds the target, the searching window will adjust to the original size. The improved seed region growing method is then used to distinguish all targets and calculate their centers. Color histograms are used to build target models. In order to avoid light interference, this paper uses an HSV (Hue, Saturation and Value) color space. The experimental results demonstrate that the algorithms of this paper present are succeeded in enabling object detection and tracking.

**Keywords:** Artificial Bee Colony (ABC), Seeded Region Growing, Object Detection, Object Tracking

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## Real Time Human Face Detection, Posture Recognition and Tracking System Realized in a Complex Environment

**Hung-Yuan Chung<sup>1</sup>, Chun-Cheng Hou<sup>2\*</sup>, Shang-Lin Tsai<sup>3</sup>**

Department of Electrical Engineering, National Central University Taiwan

### Abstract

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The main purposes of this paper are to achieve human face detection and head posture recognition, as well as to track a dynamic image in real time via camera. First, skin-color region is detected, after morphological operations, unnecessary noise is removed, and the method of seed region growing is used to mark pixel blocks. Then the skin-color region is determined whether or not each block is a human face. If it is not human face, it is discarded. Otherwise, wavelet transform is used to decompose the face image. A low-frequency sub-band face image is captured by wavelet transform, and two-dimensional principle component analysis (2DPCA) is used to recognize head posture. Face color histograms are used to build face models, and faces are traced by the Self-Organizing Hierarchical Particle Swarm Optimizer With Time-Varying Acceleration Coefficients (HPSO-TVAC) algorithm. In order to solve the face masking problem, adaptive seeking windows are applied. When a human face is not detected, a large seeking window will be used, which will zoom in or out depending on the best global fitness.

**Keywords:** Wavelet Transform, 2DPCA, PSO, HPSO-TVAC, Adaptive Seeking Window

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## Evaluation of Website

**Akshay Pandurang Dagwar\***

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### Abstract

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The web is becoming important in all fields day by day in business, education, sharing information and for communication. Every passing day the number of companies, organizations and individuals publishing their websites is increasing. All want their website to be a good quality website. Some quality metrics may affect indirectly on the popularity through their effect on the performance or the usability of websites. With each passing day, the web is assuming greater significance in our lives, be it e-commerce, e-payments, Internet banking, e-paper, social media, etc. It becomes important to make available all electronic and information technology tools to everyone, especially for people with some kind of disabilities. It is necessary to evaluate a website so that it can satisfy the users. The Main purpose of web site evaluation is to assure the quality of the web site. Evaluation of websites can be done in many different ways. This work focuses on the study the criteria to evaluate the website and then studied the accessibility tools for website evaluation.

**Keywords:** Website Evaluation, Website Accessibility, Website Usability, WCAG

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